



CASE STUDY · LMS TRAINING COMPLETION INCENTIVE INFRASTRUCTURE

# How a National Learning Platform Drove a 40% Lift in Course Completion Rates While Eliminating Manual Incentive Fulfillment

*Without changing a single client-facing workflow — or revealing who powers their incentive infrastructure.*

**Instant**

Reward delivery on course completion

**80%+**

Admin overhead reduction

**40%**

Course completion rate lift

**0**

ADR touchpoints in learner UX

INDUSTRY	Learning Management / Corporate L&D; Technology
COMPANY TYPE	National learning platform provider, mid-market U.S.
PROGRAMS / YEAR	180+ active training programs across 40+ enterprise clients
LEARNERS / YEAR	300,000+ across employees, channel partners, and customers
DEPLOYMENT	White-label — ADR invisible to all learners and clients

## THE SITUATION

### A Growing Platform. A Fulfillment Process That Didn't Scale.

A national learning management platform had built a strong position in the mid-market — serving enterprise clients across financial services, healthcare, technology, and manufacturing with LMS software, content delivery, and training program management. Their platform was rated highly for ease of use and reporting. Their incentive operation was a different story.

With 180+ active training programs across 40+ enterprise clients and over 300,000 learners compensated annually, the platform's L&D; team was managing reward fulfillment manually. Completion reports were pulled from the LMS, cross-referenced against eligibility lists, gift cards purchased from retail portals, and distributed via email — one batch at a time. At smaller volumes, it was manageable. At current scale, it was costing the platform its competitive edge.

OPERATIONS	LEARNER EXPERIENCE	COMPLIANCE
Reward fulfillment averaging 2–3 weeks from course completion. L&D; operations team spending 30+ hours per month on manual gift card procurement, eligibility checking, and distribution across 40+ client programs.	Delayed rewards breaking the behavioral reinforcement loop. Completion rates plateauing as learners stopped trusting that incentives would arrive. Inconsistent reward experiences across clients damaging the platform's reputation for program quality.	No centralized 1099 aggregation across multi-classification learner populations (employees, contractors, channel partners, customers). Tax classification handled inconsistently by client. OFAC screening absent for international partner learners.

### The Non-Negotiable Requirement

The platform had spent years building enterprise client relationships on the premise that their LMS was the learners' experience — not a collection of third-party tools. Enterprise clients did not want their employees receiving reward emails from an unfamiliar vendor. They did not want a third-party brand appearing anywhere in the training workflow they had designed.

Any incentive infrastructure the platform adopted had to disappear into the existing learner experience. Completion confirmation emails, reward redemption pages, and all client-facing reporting had to carry the client's brand — not the LMS platform's, and certainly not a third-party reward vendor's. White-label invisibility was not a preference. It was a product requirement.

***“We couldn't have a vendor's name showing up when a learner clicked their reward link. Our enterprise clients trust us to manage the entire learning experience under their brand. The moment something breaks that illusion, we've broken the trust that took years to build.”***

— VP of L&D; Operations, National Learning Platform

## THE SOLUTION

### LMS-Integrated Training Incentive Infrastructure — Invisible by Design

After evaluating four platforms, the LMS provider selected ADR as their sole training incentive infrastructure provider. The decision was not driven by cost — ADR was not the lowest bid. It was driven by the only combination that mattered: true white-label delivery, API-native LMS integration, and multi-classification compliance management that the platform could offer clients as a built-in capability, not a configuration project.

#### WHY OTHER PLATFORMS FELL SHORT

X Required co-branded reward emails with their platform’s logo visible to learners — a direct conflict with the LMS provider’s white-label client commitments

X No support for multi-classification learner populations — platforms tracked all learners uniformly, leaving employee vs. contractor vs. partner tax treatment unresolved

X API integration limited to completion events only — could not support conditional reward logic (different values by course type, difficulty level, or learner classification)

X No cross-program 1099 aggregation — each training program tracked independently, requiring year-end manual reconciliation across 40+ client programs

X Implementation timelines of 8–12 weeks requiring dedicated client IT involvement — incompatible with the platform’s standard 30-day client onboarding commitment

#### Implementation Timeline

<p><b>3 wks</b></p> <p>LMS API integration</p> <p><b>Connected to platform’s completion event system</b></p>	<p><b>30 days</b></p> <p>First live program</p> <p><b>From contract to learner rewards live</b></p>	<p><b>90 days</b></p> <p>Full rollout</p> <p><b>All 40+ enterprise clients migrated</b></p>
--	---	---

1

#### Branded Learner Experience — End to End

ADR configured fully white-labeled reward environments under each enterprise client’s brand. Completion confirmation emails arrive from the client’s domain. Reward redemption pages display the client’s logo, color palette, and messaging. The words ‘All Digital Rewards’ appear nowhere in the learner experience — not in email headers, footer text, URL strings, browser tab titles, or redemption page metadata.

2

### API Integration — Invisible Automation

ADR's REST API was integrated directly into the LMS platform's completion event system. When a learner finishes a qualifying course, passes a certification exam, or hits a learning milestone, the platform's completion event triggers instant reward delivery. The reward arrives in the learner's inbox within 60 seconds. No manual step. No queue. No delay. Conditional logic applies automatically: \$25 for compliance modules, \$100 for certifications, \$250 for leadership development completions.

3

### Client Reporting Under the Platform's Identity

Each enterprise client accesses program reporting through the LMS provider's reporting interface — branded as their own. Hierarchical access controls ensure clients see only their program data: completion rates by course, department, and learner segment; incentive cost per completion; ROI versus non-incentivized cohorts. No ADR branding. No shared data across clients. Complete separation by program.

4

### Compliance Ownership — Off the Platform's Plate

ADR's compliance layer runs automatically across every payout. 1099-NEC and 1099-MISC aggregation tracks cumulative payments per learner across all programs, all clients, and all classification types — surfacing threshold alerts before year-end. Classification flags set at learner enrollment drive the correct tax track automatically. OFAC screening runs at point of issuance for international partner learners. GDPR/CCPA retention policies are configured per program type with configurable retention policies.

**Every enterprise client's learners receive rewards through an experience that reflects only their employer's brand. The LMS platform operates as invisible infrastructure, and ADR operates invisibly behind the platform. Two layers of invisibility — exactly as designed.**

## THE RESULTS

## Measurable Impact Across Completion Rates, Operations, and Compliance

<b>Instant</b> Reward delivery (was 2–3 weeks)	<b>80%+</b> Admin overhead reduction	<b>40%</b> Course completion rate lift	<b>97%</b> Learner reward redemption rate	<b>0</b> ADR touchpoints in learner UX
---	---	---	--	---

### Operational Impact

- **Fulfillment time:** API-triggered delivery reduced average reward delivery from 2–3 weeks to under 60 seconds. Same-day fulfillment became the standard across all 40+ client programs and all 180+ active training programs simultaneously.
- **Administrative overhead:** L&D; operations team reconciliation dropped from 30+ hours per month to under four hours — an 85%+ reduction. Manual gift card procurement and distribution eliminated entirely.
- **Program coverage:** All 180+ active training programs migrated to automated delivery within 90 days of contract. The platform's 30-day client onboarding commitment was preserved — new clients activate incentive delivery as part of standard LMS onboarding.
- **Vendor consolidation:** Multiple ad-hoc gift card procurement channels replaced by one platform. Procurement, invoicing, and compliance documentation consolidated to a single relationship.

### Learner Experience Impact

- **Completion rate improvement:** Instant reward delivery drove a 40% lift in course completion rates across incentivized programs in the first two quarters post-deployment. The immediate reinforcement loop — completing a course and receiving a reward within 60 seconds — produced measurably different behavior than delayed fulfillment.
- **Redemption rate:** 97% of delivered rewards were redeemed within 30 days — a signal that learners were receiving relevant, desirable rewards through a frictionless experience that matched the quality of the LMS platform itself.
- **Consistent brand experience:** Every learner — regardless of employer, course type, or geography — receives rewards through an experience reflecting their own employer's identity. The LMS brand and the employer brand are both preserved.
- **Program trust:** Enterprise client NPS scores for the LMS platform's incentive program management capability increased significantly after deployment, driven by consistent, on-brand, instant delivery.

### Compliance and Risk Impact

- **Multi-classification compliance:** Classification flags set at learner enrollment drive correct 1099 treatment automatically — employees, contractors, channel partners, and customers each follow their own tax track

without manual intervention.

- **Cross-program aggregation:** Automated 1099 tracking across all programs and all clients eliminated year-end manual reconciliation. Finance teams across 40+ enterprise clients receive consolidated threshold alerts before the \$600 aggregate is reached.
- **OFAC screening:** Every payout to international partner learners screened at issuance. Screen failures flagged for human review with documentation. No reportable failures in the first 18 months of operation.
- **GDPR/CCPA posture:** Configurable retention policies and automated deletion workflows applied per client configuration. Enterprise clients in regulated industries received compliance documentation packages within 30 days of go-live.

FINANCIAL IMPACT	BUSINESS IMPACT
<ul style="list-style-type: none"> <li>› <b>~\$60K–\$80K estimated annual savings</b> from eliminating 30+ hours of monthly manual fulfillment operations — recovered as capacity for program growth and client expansion</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Client program expansion:</b> 18 of 40 enterprise clients expanded their training incentive programs within 12 months of deployment, enabled by automated delivery that removed the manual fulfillment bottleneck as a growth constraint</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Vendor consolidation</b> eliminated multiple ad-hoc procurement relationships, reducing procurement overhead and per-channel account management cycles across all 40+ clients</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Client retention:</b> Zero enterprise client attrition in the 18 months post-deployment among clients using the incentive infrastructure — compared to a 12% annual churn rate in the prior period</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Zero incremental cost</b> to migrate all 180+ training programs to automated delivery — compared to the per-program implementation cost of alternative platforms evaluated</li> </ul>	<ul style="list-style-type: none"> <li>› <b>40% completion rate lift</b> directly improves the platform’s ability to demonstrate L&amp;D; ROI to enterprise clients — a key renewal and upsell driver</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Compliance automation</b> eliminated cost exposure from manually managed 1099 reconciliation across 40+ client programs and multi-classification learner populations</li> </ul>	<ul style="list-style-type: none"> <li>› <b>White-label invisibility</b> enabled the platform to offer incentive infrastructure as a native product capability, not an integration footnote — strengthening competitive differentiation in a crowded LMS market</li> </ul>

*“Our clients don’t know who powers our incentive infrastructure — and that’s exactly how it should be. We look like the experts, and behind the scenes we have enterprise-grade infrastructure doing the heavy lifting.”*

— VP of L&D; Operations, National Learning Platform

**Ready to run training incentive infrastructure your clients will never see?**

ADR delivers course completion rewards instantly, scales to any learner population, and operates entirely under your platform's brand — with full compliance built in. Zero ADR touchpoints in your learner experience.

**Request a Demo - [alldigitalrewards.com/demo](https://alldigitalrewards.com/demo)**

## WHY ADR

## What Made the Difference

Four platforms were evaluated. ADR was selected on the strength of four capabilities no competitor could match in combination:



### True White-Label Architecture

Complete brand control at every learner and client touchpoint — domain, email sender, redemption page, reporting interface, and URL strings. Not a co-branded experience. Not an ‘ADR Powered By’ badge. Complete invisibility — the only platform evaluated that could deliver it end to end across all 40+ enterprise client configurations.



### Compliance Ownership, Not Compliance Tools

ADR doesn't provide compliance tools and ask the platform to configure them correctly. The platform manages multi-classification 1099 aggregation, OFAC screening, and GDPR/CCPA retention automatically — surfacing exceptions rather than requiring L&D; operations to monitor every transaction across 40 clients and 180+ programs. Audit-ready documentation generated without staff intervention.



### API-First Infrastructure Built for Scale

Sub-60-second delivery, 99.9% uptime SLA, conditional reward logic by course type and learner classification, and documented integration with the major LMS platforms. Initial API integration completed in three weeks. First live program launched within 30 days of contract. Full rollout across all 40+ enterprise clients within 90 days.



### Global Catalog Without Global Vendor Management

1,000+ brands across 100+ countries, real-time FX rates, and local brand relevance — managed through one contract, one API, one invoice. Enterprise clients with international learner populations — channel partners, global employees, multinational customers — added zero new vendor relationships and zero new procurement cycles.

## Is This Relevant to Your Organization?

This deployment pattern applies across multiple platform and L&D; organization types:

› **Learning Management Platform Providers** — embedding training completion rewards as a native LMS capability your enterprise clients activate without building their own incentive stack

› **Corporate L&D; Teams** — automating compliance training, certification, and professional development rewards across large employee populations without adding L&D; operations headcount

› **Channel Partner Training Programs** — connecting partner certification to SPIFF eligibility and delivering training rewards under your partner portal's brand

› **Customer Success and Onboarding Teams** — incentivizing product training completion to reduce time-to-value and improve retention among new customers

› **HR Technology Platform Providers** — embedding training incentive delivery alongside recognition and wellness programs in a unified white-label reward infrastructure

## Run training incentive infrastructure your clients will never see.

API delivery · True white-label branding · LMS integration · Built-in compliance  
1,000+ brands in 100+ countries · 1099 aggregation · GDPR/CCPA/OFAC built in

**Request a Demo · [alldigitalrewards.com](https://alldigitalrewards.com)**